CONCORDIA COMMUNIQUÉ
1455 de Maisonneuve Blvd. West, Montreal, Quebec H3G 1M8 (514) 879-8497

FOR IMMEDIATE RELEASE

Loyola student radio
to hold "radiothon"
in support of Planned Parenthood.

MONTREAL, March 13, 1979 -- CIRL 650, student radio on the Loyola campus of Concordia University, is planning a "radiothon" in support of Planned Parenthood, a local non-profit organization devoted to family planning.

The fund-raising radio marathon is being held in conjunction with the International Year of the Child, a year in which Planned Parenthood has adopted the goal that "every child be a wanted child".

The 60-hour radiothon will run from March 19 to 21 under the tireless on-air leadership of disc jockey Jim Fewer and with the participation of CFCF's Ted Tevan, CKGM's Steve Shannon and representatives from the Alouettes and the Canadiens.

The radiothon will be broadcast from CIRL's Loyola campus studios with remote broadcasts every hour from the Guadagni Lounge (fourth floor, Central Building, 7141 Sherbrooke St. West).

Organizer Judy Kranser expects the lounge to be a hive of activity during those 60 hours with live entertainment and countless give-aways of record albums, theatre tickets, ski passes, sports and flight bags, tickets to the Rising Sun and a voucher for free sessions with a hypnotherapist.

Although CIRL can only be picked up in the area surrounding Loyola, radiothon organizers hope that the entire Montreal community will become involved by calling in pledges to 488-4622 or 482-9280 or by dropping by the Guadagni Lounge to join in the fun.

CIRL came into existence on June 12, 1978 when the CRTC granted it a licence to operate an AM station on carrier current, the first student radio station in Canada to be so licensed.

-30-

Mark Gerson, Information Officer